

(19)



Europäisches Patentamt
European Patent Office
Office européen des brevets



(11) Publication number:

0 512 413 A3

(12)

EUROPEAN PATENT APPLICATION

(21) Application number: 92107388.8

(51) Int. Cl.⁵: **G06K 17/00**, **G06F 15/21**,
G07D 7/00

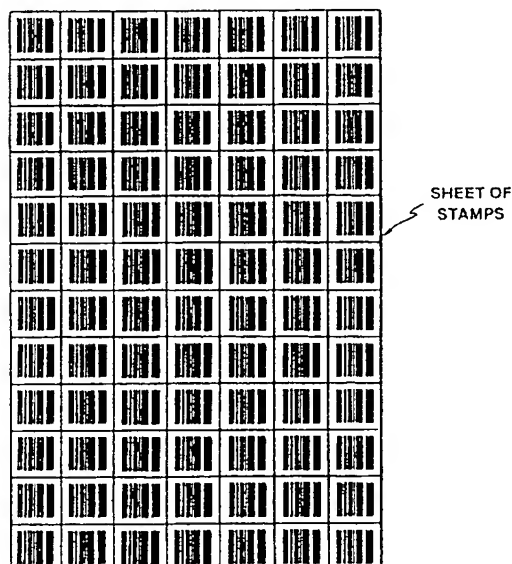
(22) Date of filing: 30.04.92

(30) Priority: 08.05.91 US 697068

(43) Date of publication of application:
11.11.92 Bulletin 92/46(84) Designated Contracting States:
AT BE CH DE DK ES FR GB IT LI LU MC NL PT SE(96) Date of deferred publication of the search report:
22.09.93 Bulletin 93/38(71) Applicant: **R. R. DONNELLEY & SONS
COMPANY**
750 Warrenville Road
Lisle, Illinois 60532(US)(72) Inventor: Savin, Robert H.
375 Woodland Road
Highland Park, Illinois 60035(US)(74) Representative: Altenburg, Udo, Dipl.-Phys. et
al
Patent- und Rechtsanwälte
Bardehle-Pagenberg-Dost-Altenburg
Frohwitter-Geissler & Partner, Galileiplatz 1
D-81679 München (DE)

(54) Method of identifying users of coupons.

(57) A method of identifying users of coupons includes marking a set of stamps with a code that identifies a particular user. The stamps are then distributed to the user identified by the code, and the user is instructed to secure a stamp on each coupon the user redeems when making purchases. The code is then read and entered into a database along with the identity of the item purchased.

FIG.1**EP 0 512 413 A3**



European Patent
Office

EUROPEAN SEARCH REPORT

Application Number

EP 92 10 7388

DOCUMENTS CONSIDERED TO BE RELEVANT			
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (Int. Cl.5)
X	US-A-4 908 761 (TAI) * column 6, line 4 - column 7, line 19; claims 1,4,6,9,16; figure 3 *	1-14	G06K17/00 G06F15/21 G07D7/00
Y	US-A-1 592 931 (FRITSCHÉ) * page 2, line 1 - line 18 *	1-3 8-10,12, 14	
Y,D	EP-A-0 354 260 (C.P.C. INVESTMENT TRUST) * abstract; claims 1,9-16 *	1-3 8-10,12, 14	
A		4-7,11	
A	US-A-3 890 599 (SIMJIAN) * the whole document *	1,9	
A	DE-A-2 823 509 (BENZLER) * page 4, line 16 - page 5, line 17; claims 1,4 *	1,9	
A	PATENT ABSTRACTS OF JAPAN vol. 2, no. 53 (E-27)17 April 1978 & JP-A-53 017 238 (TOSHIBA ELECTRIC APPLIANCE) 17 February 1978 * abstract *	1,9	TECHNICAL FIELDS SEARCHED (Int. Cl.5)
A	US-A-4 554 446 (MURPHY ET.AL.) * column 10, line 37 - column 11, line 23 *	1,9	G06F G07G G06K G07D G07F A47F G07B
The present search report has been drawn up for all claims			
Place of search THE HAGUE		Date of completion of the search 27 JULY 1993	Examiner GUIVOL O.
CATEGORY OF CITED DOCUMENTS			
X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document		T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons & : member of the same patent family, corresponding document	